

The Government Asks That You Do Your Christmas Shopping Early—Begin NOW—Buy At Least One Gift a Day

New Waists For Stout Women

Stout women will be interested in these new shirt waist arrivals. The smartest styles of the season have just been received from New York. Exquisitely made garments in all sizes from 46 up to 54.

LATEST STYLES IN VOILE WAISTS—Ducane of attractive models of fine quality voile, trimmed in pretty lace and embroidery; \$1.98, \$2.98, \$3.98 and \$5.98 each.

SUPERB NEW GEORGETTE AND CREPE DE CHINE WAISTS in the latest mid-season models; all desirable colorings; \$6.75 and up to \$12.50 each.

Open
Saturday
Nights
Until
9:30
O'clock



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Saturday 'Kerchief Specials

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|--|-----------|---|------------|--|-----------|---|------------|
| WOMEN'S EM-BROIDERED Lawn Handkerchiefs, with rolled and hem- stitched edges; 10c val- ues for ... | 5c | WOMEN'S INITIAL Handkerchiefs, of pure linen, with wealth of script initials; not all letters; 25c val- ues for ... | 15c | WOMEN'S HAND- KERCHIEFS for soldier boys; full size and well hemstitch- ed; 2 for 25c, or, each, ... | 9c | MEN'S NOVEL- TY Colored Border Hand- kerchiefs, in all new, beautiful styles; special 3 for 60c, or, each, ... | 18c |
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Women Will Buy Coats Tomorrow At Goldsmith's

The Greatest Coat Offer of the Entire Year! A Genuine Money-Saving Opportunity! Don't Fail to Take Advantage of It

Girls' Serge and Silk Dresses at BIG Reductions

A remarkable sale of Girls' Serge and Silk Dresses that will interest every one having girls to buy for. A sale of high-class garments taken from our regular stocks and reduced especially for this occasion.

This season's smartest styles of high-grade All-wool Serge and Fancy Silks; beautifully made garments in the most attractive, youthful models; in all sizes for girls of 6 to 14 years.

Regular \$ 7.98 and \$ 8.75 dresses, \$ 5.98
Regular \$ 9.75 and \$10.75 dresses, \$ 7.98
Regular \$12.50 and \$14.75 dresses, \$10.75
Regular \$16.50 and \$19.75 dresses, \$14.75
Regular \$24.75 and \$29.75 dresses, \$19.75

Girls' Smart Winter Coats

Girls' and Misses' New Winter Coats in the newest, smartest, most becoming styles of Wool Velour, Broadcloth, Cheviot, Plush, Fancy Zibeline and Novelty Mixtures; sizes 6 to 16 years; remarkable values at \$8.75 to \$44.50.



"PAUL JONES" MIDDY
BLOUSES, a new and
complete line in white and
trimmed styles for girls
and misses; \$1.98, \$2.49
and \$2.98 each.

SMART GINGHAM
DRESSES for girls of 6
to 15 years, of best ging-
hams, in fancy plaids and
plain combinations; \$1.98,
\$2.98 and up to \$4.75 each.

Up to \$35 Coats

Saturday
Only
\$19.75

All New Winter Models
Plain and Fur Trimmed

If you intend buying a new coat this winter, you will find it decidedly to your advantage to make the purchase NOW. Here are coats at one-fourth to one-third less than they are worth today, and about half what they will cost later. As the war goes on woolen materials of all kinds are going up. Materials are becoming scarce and it is doubtful if these coats can be replaced at any cost.

Two great racks full of high-grade winter coats—scores of the most up-to-date, becoming models—of Wool Velour, Kersey, Burella, Fancy Cheviot and Wool Mixtures; attractive semi-fitted belt models; satin lined; plain, plush and fur trimmed; all good colors; coats worth up to \$35.00, on sale for \$19.75.

The Most Complete Assortment of Fashionable Coats of the BETTER Grade in Memphis—Distinctive Models at \$24.75 to \$125.00



"Conversation Only" For Next Season

THAT IS THE ANSWER made by one of the most prominent "Woolen Men" in the country to our Buyer's question regarding what we could expect for next season—and while conversation is a highly satisfactory commodity under certain circumstances, it will hardly answer as a substitute for woollens in the manufacture of Suits and Overcoats for Men—So, with the patriotic reminder to you, to buy only such clothes as you need, we urge upon you the advisability of buying what you do need, NOW.

Buy Kuppenheimer Clothes

The Best Clothes Values Today at \$30 and Up

It is true economy to buy BETTER Clothes—shun the high cost of cheap clothing. When you buy a KUPPENHEIMER Suit or Overcoat you know you are getting the best, your money will buy.



For "Wee" Little Folks

No end of dainty things for baby. The most wonderful collection of beautiful gift articles imaginable, all so exquisitely made and so reasonably priced.

DAINTY BABY BIES, Madeira embroidered, some with pretty lace edge; the prettiest little things in Memphis, at each 75c

INFANTS' SILK COMFORTS AND CARRIAGE COVERS, exquisitely hand embroidered; also beautiful combination silk and satin Comforts and Covers; each, \$3.50 to \$15.00

INFANTS' HAND-MADE MA-DEIRA DRESSES, Gertudes and Gowns, of sheerest, finest material, cleverly embroidered in dainty new designs; each \$1.25 to \$15.00

CUNNING NEW BONNETS for "Wee" Little Folks; ever so many pretty styles of Plush, Velvet and Corduroy, in black and all attractive colorings; extremely smart little models, specially priced at \$3.98

GOOD, WARM SLEEPING GARMENTS for tots of 2 to 5 years; made of excellent quality outing flannel in light and dark colorings; a limited quantity to sell at the special price of 59c

INFANTS' GOWNS AND KIMONOS, pretty little garments, made of good white outing flannel, with draw string bottoms and equestrienne in pink and blue; special at 75c

November Glove Sale

Starts Tomorrow Morning

This Annual November Glove Sale is of greater interest than usual as it offers broad selections of the choicest, hardest-to-get qualities and unequaled values. Gloves from the best French makers as well as the foremost American makers, such as "Adler," "Meyer," "Bacmo" and others. We believe we have the best stock of desirable gloves in Memphis—both in style, quality and value—and now is a good time to buy them for Christmas.



BEAUTIFUL 3-BUTTON GLOVES one of fashion's latest creations; white, brown and a few gray and black; per pair \$2.75

GLACE KID GLOVES, two-clasp style, with three rows of contrasting embroidery—black on white and white on black; per pair \$2.50

CELEBRATED "BACMO" KID GLOVES, in white or pearl; full figure; one clasp and heavy embroidered back; a wonderful value at \$2.00

"BACMO" WOOL-CLOTH GLOVES for Nurses doing overseas duty; gray or khaki colored; plain \$1.50 per pair; silk lined \$1.75

SPECIAL LOT of 500 pairs Women's Kid Gloves in various styles and colors; odds and ends and seconds of up to \$2.50 values for this special sale, choice \$1.75

HIGH-GRADE KID GLOVES, finished with five rows of stitching and two clasps; a very neat dress glove, in brown, gray, tan, white and black; per pair \$3.00

"ADLER'S" GENUINE MOCHA GLOVES, one clasp and silk lined; brown and gray; Paris point stitched; per pair \$3.00

WOMEN'S AUTO GLOVES, in various styles and sizes; odds and ends of up to \$2.50 values at, per pair \$1.50

CHILDREN'S CHAMOISETTE GLOVES, in white and colors; well finished, perfect-fitting gloves, in all sizes; per pair 75c

CHILDREN'S FABRIC GLOVES AND MITTENS, in all colors; good, serviceable gloves for everyday and school wear, at, per pair, 25c to \$1.00

"ADLER'S" SUEDE LAMB GLOVES, cannot be told from real Mocha; shown in gray only; per pair \$2.00

Sweaters For Men

Endless Assortments

Without a doubt the largest and most complete line of Men's Sweaters shown anywhere. All styles and all colors.

Fine worsted Sport Coats; rope stitch and shaker-knit sweaters with, shawl or Byron collars.

V-neck sweaters in worsted and Merino.

Worsted Jerseys and plain and fancy stripe effects.

Military sweaters with Military collar or slip-over style.

Also good heavy Cotton Sweaters in Ruff neck style.

Prices range from \$1.50 up to \$17.50 each.

Better Quality Shirts

at \$1.50 up

Negligee Shirts in styles and qualities that appeal to men of discrimination. An unlimited variety of beautiful new patterns and colorings in woven madras, silk, French percale and other popular shirting weaves; soft and stiff cuff styles; well tailored, perfectly fitting shirts in all sizes; priced at \$1.50 and up.



Manhattan Shirts in Newest Styles

Complete new fall lines of "Manhattan" Shirts are being shown; the finest fabrics in exclusive "Manhattan" patterns; \$2.50 and up.

Buying FUBBELBILT Suits for Boys

Is REAL Economy

They are the BEST Values Irrespective of the Price You Pay

The best is the cheapest in the end—and these "Fubbelbilt" Suits are the best you can buy, irrespective of the price you pay. The fact that we sell more and more of them each succeeding season is proof enough of their dependability and satisfaction-giving qualities.

They are made of sturdy "Walcloth" cravenetted materials, are double sewed throughout with silk thread and reinforced at every point to resist wear. They come in the smartest styles that boys like best. Priced at \$12.75 and \$14.75.

BOYS' CORDUROY NORFOLK SUITS, made in new models, with loose belt and four patch pockets; full cut knickerbockers; sizes 7 to 18 years; very special \$7.50

VELVET CORDUROY SUITS for little boys of 3 to 8 years; nobby Juvenile Norfolk styles of soft-finished velvet corduroy in blue, brown and green; one of our leading values \$4.95

Juvenile Overcoats at \$4.95 to \$15.00.
Junior Military Overcoats from \$7.50 to \$15.00.
Boys' Mackinaws from \$5.95 to \$15.00.
School Overcoats up to 18 years at \$10.00 to \$25.00.



"Bradley" Sweaters for Boys

"Bradley" Sweaters are leading favorites wherever good sweaters are sold. We are showing complete lines of these famous sweaters for boys of all ages; all good, plain shades and school colors; \$3.95 to \$7.50 each.

MANUFACTURERS' SAMPLE LOT of Boys' Sweaters; military, "V" neck style, of good, heavy olive drab yarn; regular \$4.00 value, \$1.95 for

EXTRA SPECIAL SWEATERS—Good, heavy, warm and serviceable sweaters in coat or pull-over styles; plain colors and chest stripes; \$7.50 values for \$4.95

Munsing Union Suits For Men

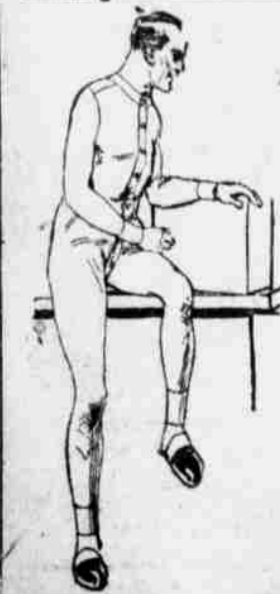
The Most Satisfactory and Economical Underwear We Know of—Try Them!

"Munsingwear" is noted for its perfect fit, superior finish, durability and washability. No other knit underwear that we know of offers so much in quality, service and genuine satisfaction, at the price. We have complete stocks of all styles ready for your selection.

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| Heavy weight cotton Munsing Union Suits at \$2.50. | Heavy gray worsted faced Union Suits at \$4.00. |
| Medium weight cotton Munsing Union Suits at \$2.50. | Medium weight natural worsted Union Suits at \$3.00. |
| Medium heavy cotton Munsing Union Suits at \$3.00. | Heavy weight natural Merino Union Suits at \$5.00. |
| Heavy silk and worsted faced Union Suits at \$4.00. | Medium weight Silk and Wool Union Suits at \$7.50. |

Undershirts and Drawers, \$1.00 to \$6.00 Per Garment

Men's Undershirts and Drawers of plain and mercerized cotton, wool and Merino; an unusually large selection to choose from, in all sizes; at \$1.00 to \$6.00 per garment.



Be Sure to Visit Our Bargain Basement Saturday, You'll Save Money

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| MEN'S WINTER UNION SUITS , fine needle ribbed and silky fleeced; good-fitting, well-finished garments in all sizes; regular \$2.00 values; Basement Sale \$1.65 | WOMEN'S SILK PETTICOATS , made of all-silk Taffeta, in plain colors and changeable effects with fancy flounce; a small lot of 50 regular \$4.00 petticoats on sale in the Basement \$2.98 | WOMEN'S GRAY KNIT COTTON PETTICOATS ; good, warm, serviceable garments, worth 75c each; a small lot of 15 dozen on sale in the Basement 50c at, each | MEN'S RIBBED AND FLEECE UNDERSHIRTS AND DRAWERS , in all sizes; regular \$1.50 values; Basement Sale, per garment \$1.00 |
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BOYS' SHIRTS AND BLOUSES, well made of good materials, in white and fancy patterns; odds and ends of 75c to \$1.00 garments; Basement Sale 50c

GOOD SCHOOL SWEATERS for small boys and girls; quite a number of different styles in red, blue, gray, Oxford, maroon and white; odds and ends and seconds of \$1.50 to \$2.50 sweaters; Basement Sale 98c

WOMEN'S BUNGALOW APRONS, made of good quality percale, cut full and long; high and low neck, loose and fitted styles; \$2.00 values; Basement Sale \$1.48

CHILDREN'S CUTTING SLIP-ING GARTERS, made of good quality pink and blue stripes, coming with feet attached; sizes 2 to 6 years; regular 98c values; Basement Sale 50c

WOMEN'S RIBBED, FLEECE UNION SUITS, half-sleeve style, with taped and crocheted neck; sizes 32 to 38; regular \$1.00 values; Basement Sale 69c

WOMEN'S FINE RIBBED COTTON VESTS for Winter wear; silk taped neck with good quality pearl buttons; regular 65c value; Basement Sale (limit 4 to customer, no phone orders) 39c at, each

Men's \$1.50 and \$2.00 Shirts
Basement Sale for 98c

If you failed to get a supply of these shirts last week—cheer up—here's another chance. But don't delay, the quantity is limited and such shirts cannot be sold again at this extremely low price. Up-to-the-minute styles of good quality madras, percale and penang in attractive new stripes and good colors; soft and stiff cuff styles; all sizes up to 17½; fresh, new, desirable \$1.50 to \$2.00 shirts, at 98c each. (Basement Sale only.)

